

**Rep Order#** 6847273    **Ver#** 1    **Mod#** 0    **Status** Confirmed    **Traffic Order#**    **Printed:** 08/31/2012 8:01 AM    7  
**EC'd** Yes    **Last Received:** 08/29/2012 9:16 AM    1 of 7  
**Showing Buylines:** All Lines

**Station** WAVY-TV NORFOLK, VA.  
**Advertiser** ( ) N.R.C.C. IE  
**Product** N.R.C.C. IE  
**Estimate#** 2964  
**Buyer** Tracey Robinson  
**Phone#**  
**Fax#**

**Agency** ( ) NATIONAL MEDIA RESEARCH PLANNING  
**Sales Office** ( ) PHILADELPHIA  
**Salesperson** ( ) ANJIE BRADY  
**Agency C/P1/P2/E** 155/426/2964  
**Flight Dates** 10/26/2012 - 11/06/2012  
**Hiatus Weeks**

**Salesperson Phone#** 215-567-6005  
**Salesperson FAX#** 215-567-5938

--- CONTRACT COMMENT ---

CLIENT: NATIONAL REPUBLICAN CONGRESSIONAL COMMITTEE SC=\*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	F	5A-6A	WAVY NEWS-5A	:30	\$500.00	10/26-10/26	1	1	1	\$500.00	
Rating: 4.2												
	2	TU	5A-6A	WAVY NEWS-5A	:30	\$500.00	10/30-10/30	1	1	1	\$500.00	
Rating: 4.2												
	3	TH	5A-6A	WAVY NEWS-5A	:30	\$500.00	11/01-11/01	1	1	1	\$500.00	
Rating: 4.2												
	4	M	5A-6A	WAVY NEWS-5A	:30	\$500.00	11/05-11/05	1	1	1	\$500.00	
Rating: 4.2												
	5	TU	5A-6A	WAVY NEWS-5A	:30	\$500.00	11/06-11/06	1	1	1	\$500.00	
Rating: 4.2												
	6	M	6A-7A	WAVY NEWS-6A	:30	\$1,500.00	10/29-10/29	1	1	1	\$1,500.00	
Rating: 6.6												
	7	W	6A-7A	WAVY NEWS-6A	:30	\$1,500.00	10/31-10/31	1	1	1	\$1,500.00	
Rating: 6.6												
	8	F	6A-7A	WAVY NEWS-6A	:30	\$1,500.00	11/02-11/02	1	1	1	\$1,500.00	
Rating: 6.6												
	9	F	430A-5A	WAVY NEWS-430A	:30	\$125.00	10/26-10/26	1	1	1	\$125.00	
Rating: 2.5												
	10	M	430A-5A	WAVY NEWS-430A	:30	\$125.00	10/29-10/29	1	1	1	\$125.00	
Rating: 2.5												



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Traffic Order#

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Ver# 1 Mod# 0

6847273

<b>Rep Order#</b>	
<b>EC'd</b>	Yes

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Advertiser ( ) N.R.C.C. IE

Product N.R.C.C. IE

Estimate# 2964

**Buyer** Tracey Robinson

**Phone**

Agency ( ) NATIONAL MEDIA RESEARCH PLANNING Rep Firm

**& PLACEMENT, 815 SLATER LANE**

ALEXANDRIA, VA 22314

Agency C/P1/P2/E 155/426/2964

**Flight Dates** 10/26/2012 - 11/06/2012

## Hiatus Weeks

G Rep Firm

Sales Office ( ) PHILADELPHIA

Salesperson ( ) ANJIE BRADY

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	22	SU	8A-9A	SUN TODAY	:30	\$500.00	11/04-11/04	1	1	1	\$500.00	
Rating: 6.1												
	23	M	9A-10A	TODAY SHW2	:30	\$300.00	10/29-10/29	1	1	1	\$300.00	
Rating: 2.5												
	24	TU	9A-10A	TODAY SHW2	:30	\$300.00	10/30-10/30	1	1	1	\$300.00	
Rating: 2.5												
	25	W	9A-10A	TODAY SHW2	:30	\$300.00	10/31-10/31	1	1	1	\$300.00	
Rating: 2.5												
	26	F	9A-10A	TODAY SHW2	:30	\$300.00	11/02-11/02	1	1	1	\$300.00	
Rating: 2.5												
	27	M	9A-10A	TODAY SHW2	:30	\$300.00	11/05-11/05	1	1	1	\$300.00	
Rating: 2.5												
	28	F	12P-1P	WAVY NEWS10-NN	:30	\$150.00	10/26-10/26	1	1	1	\$150.00	
Rating: 1.9												
	29	M	12P-1P	WAVY NEWS10-NN	:30	\$150.00	10/29-10/29	1	1	1	\$150.00	
Rating: 1.9												
	30	TU	12P-1P	WAVY NEWS10-NN	:30	\$150.00	10/30-10/30	1	1	1	\$150.00	
Rating: 1.9												
	31	TH	12P-1P	WAVY NEWS10-NN	:30	\$150.00	11/01-11/01	1	1	1	\$150.00	
Rating: 1.9												
	32	M	12P-1P	WAVY NEWS10-NN	:30	\$150.00	11/05-11/05	1	1	1	\$150.00	
Rating: 1.9												

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**Showing Buylines: All Lines**

**Station** WAVY-TV NORFOLK, VA.

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Product N.R.C.C. IE

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& PLACEMENT, 815 SLATER LANE

ALEXANDRIA, VA 22314

Agency C/P1/P2/E 155/426/2964

**Flight Dates**  
10/26/2012 - 11/06/2012

## Hiatus Weeks

Sales Office ( ) PHILADELPHIA

Salesperson ( ) ANJIE BRADY

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	33	F	530P-6P	WAVY10NWS-5.30	:30	\$700.00	10/26-10/26	1	1	1	\$700.00	
	Rating: 4.8											
	34	W	530P-6P	WAVY10NWS-5.30	:30	\$700.00	10/31-10/31	1	1	1	\$700.00	
	Rating: 4.8											
	35	TH	530P-6P	WAVY10NWS-5.30	:30	\$700.00	11/01-11/01	1	1	1	\$700.00	
	Rating: 4.8											
	36	F	530P-6P	WAVY10NWS-5.30	:30	\$700.00	11/02-11/02	1	1	1	\$700.00	
	Rating: 4.8											
	37	M	530P-6P	WAVY10NWS-5.30	:30	\$700.00	11/05-11/05	1	1	1	\$700.00	
	Rating: 4.8											
	38	M	6P-630P	WAVY NEWS10-6	:30	\$1,000.00	10/29-10/29	1	1	1	\$1,000.00	
	Rating: 6.4											
	39	TU	6P-630P	WAVY NEWS10-6	:30	\$1,000.00	10/30-10/30	1	1	1	\$1,000.00	
	Rating: 6.4											
	40	W	6P-630P	WAVY NEWS10-6	:30	\$1,000.00	10/31-10/31	1	1	1	\$1,000.00	
	Rating: 6.4											
	41	TH	6P-630P	WAVY NEWS10-6	:30	\$1,000.00	11/01-11/01	1	1	1	\$1,000.00	
	Rating: 6.4											
	42	M	6P-630P	WAVY NEWS10-6	:30	\$1,000.00	11/05-11/05	1	1	1	\$1,000.00	
	Rating: 6.4											
	43	SA	6P-630P	WAVY NEWS10-6	:30	\$350.00	10/27-10/27	1	1	1	\$350.00	
	Rating: 4.1											

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**Station** WAVY-TV NORFOLK, VA.

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**Phone#****Fax#**

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& PLACEMENT, 815 SLATER LANE

ALEXANDRIA, VA 22314

Agency C/P1/P2/E 155/426/2964

**Flight Dates**  
10/26/2012 - 11/06/2012

## Hiatus Weeks

Sales Office ( ) PHILADELPHIA

Salesperson ( ) ANJIE BRADY

<b>Salesperson Phone#</b>	215-567-6005
<b>Salesperson FAX#</b>	215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	44	SU	6P-7P	WAVY NEW10-6	:30	\$350.00	10/28-10/28	2	1	2	\$700.00	
Rating: 5.7												
	45	SU	6P-7P	WAVY NEW10-6	:30	\$350.00	11/04-11/04	1	1	1	\$350.00	
Rating: 5.7												
	46	F	7P-730P	ENT TONIGHT 30	:30	\$600.00	10/26-10/26	1	1	1	\$600.00	
Rating: 4.9												
	47	TU	7P-730P	ENT TONIGHT 30	:30	\$600.00	10/30-10/30	1	1	1	\$600.00	
Rating: 4.9												
	48	W	7P-730P	ENT TONIGHT 30	:30	\$600.00	10/31-10/31	1	1	1	\$600.00	
Rating: 4.9												
	49	TH	7P-730P	ENT TONIGHT 30	:30	\$600.00	11/01-11/01	1	1	1	\$600.00	
Rating: 4.9												
	50	F	7P-730P	ENT TONIGHT 30	:30	\$600.00	11/02-11/02	1	1	1	\$600.00	
Rating: 4.9												
	51	M	730P-8P	INSIDER	:30	\$600.00	10/29-10/29	1	1	1	\$600.00	
Rating: 3.8												
	52	TH	730P-8P	INSIDER	:30	\$600.00	11/01-11/01	1	1	1	\$600.00	
Rating: 3.8												
	53	M	730P-8P	INSIDER	:30	\$600.00	11/05-11/05	1	1	1	\$600.00	
Rating: 3.8												
	54	F	10P-11P	DATELINE FR-NBC	:30	\$900.00	11/02-11/02	1	1	1	\$900.00	
Rating: 3.8												

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Agency ( ) NATIONAL MEDIA RESEARCH PLANNING Rep Firm

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& PLACEMENT, 815 SLATER LANE  
Sales Office ( ) PHILADELPHIA

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**Product** N.R.C.C. IE

ALEXANDRIA, VA 22314

Estimate#	2964	Agency C/P1/P2/E	155/426/2964
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Agency C/P1/P2/E 155/426/2964

<b>Buyer</b>	Tracey Robinson	<b>Flight Dates</b>	10/26/2012 - 11/06/2012
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10/26/2012 - 11/06/2012

Phone#	Hiatus Weeks	Salesperson FAX#	215-567-5938

Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	-----	-----	---	---	-----	-----
	55	F	11P-1135P	WAVY NEWS10-11	:30	\$800.00	10/26-10/26	1	1	1	\$800.00	
Rating: 5.6												
	56	M	11P-1135P	WAVY NEWS10-11	:30	\$800.00	10/29-10/29	1	1	1	\$800.00	
Rating: 5.6												
	57	TU	11P-1135P	WAVY NEWS10-11	:30	\$800.00	10/30-10/30	1	1	1	\$800.00	
Rating: 5.6												
	58	TH	11P-1135P	WAVY NEWS10-11	:30	\$800.00	11/01-11/01	1	1	1	\$800.00	
Rating: 5.6												
	59	F	11P-1135P	WAVY NEWS10-11	:30	\$800.00	11/02-11/02	1	1	1	\$800.00	
Rating: 5.6												
	60	SA	11P-1130P	WAVY NEWS10-11	:30	\$800.00	11/03-11/03	1	1	1	\$800.00	
Rating: 5.9												
	61	SU	1145P-12A	NWS FOLo FTBL	:30	\$800.00	10/28-10/28	1	1	1	\$800.00	
Rating: 6.0												
	62	F	1135P-1235A	TONITE SHW	:30	\$300.00	10/26-10/26	1	1	1	\$300.00	
Rating: 2.9												
	63	TU	1135P-1235A	TONITE SHW	:30	\$300.00	10/30-10/30	1	1	1	\$300.00	
Rating: 2.9												
	64	W	1135P-1235A	TONITE SHW	:30	\$300.00	10/31-10/31	1	1	1	\$300.00	
Rating: 2.9												
	65	F	1135P-1235A	TONITE SHW	:30	\$300.00	11/02-11/02	1	1	1	\$300.00	
Rating: 2.9												

EC'd Yes    Last Received: 08/29/2012 9:16 AM    Showing Buylines: All Lines

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Advertiser (    ) N.R.C.C. IE    & PLACEMENT, 815 SLATER LANE    Salesperson (    ) ANJIE BRADY  
Product N.R.C.C. IE    ALEXANDRIA, VA 22314  
Estimate# 2964    Agency C/P1/P2/E 155/426/2964  
Buyer Tracey Robinson    Flight Dates 10/26/2012 - 11/06/2012    Salesperson Phone# 215-567-6005  
Phone#    Hiatus Weeks    Salesperson FAX# 215-567-5938  
Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	66	M	1135P-1235A	TONITE SHW	:30	\$300.00	11/05-11/05	1	1	1	\$300.00	
Rating: 2.9												
	67	SA	1130P-1A	SAT NITE LIVE	:30	\$500.00	11/03-11/03	1	1	1	\$500.00	
Rating: 4.8												

---REPORT TOTALS---  
Report Totals: 68 / \$36,675.00

---SALES MONTHLY TOTALS---  
Oct 12: 16 / \$7,025.00    Nov 12: 52 / \$29,650.00  
Sales Totals: 68 / \$36,675.00  
Station Totals: 68 / \$36,675.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$76,406	CATV 0%	WAVY 48%	WGNT 3%	WPXV 0%	WTKR 11%
		WTVZ 4%	WVBT 15%	WVEC 19%		

---COMPETITIVE COMMENTS---  
COMPETITIVE IS ESTIMATED

Books MAY12, NOV11, ENOV12  
Demos RA3564

--- CREDIT RISK ---  
CASH IN ADVANCE